

**1     ABSTRACT OF THE DISCLOSURE**

      A system and method for utilizing data stored in an EPG  
database for modifying advertisement information. In this way,  
a service provider and/or an advertiser can transmit a single  
advertisement to all the television stations regardless of their  
geographic location and other user specific information, and need  
not re-transmit the advertisement even if there is a change in  
the show's program description. When the advertisement is  
displayed, the correct updated information is retrieved from the  
EPG database and inserted into the advertisement.

      In one aspect, the present invention describes a method for  
modifying an advertisement in an EPG comprising the steps of:  
storing television schedule information in a first database;  
storing advertisement information in a second database;  
incorporating a portion of the television schedule information  
into a portion of the advertisement information to form a  
modified advertisement; and displaying the modified advertisement  
on a screen.

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